

Station KTNV-TV LAS VEGAS, NV

Advertiser () .PRIORITIES USA ACTI

Product PRIORITIES USA ACT

Estimate# 1789

Buyer Media Placement

Phone#

Fax#

Agency () MUNDY KATOWITZ MEDIA INC

1322 G. STREET SE

WASHINGTON, DC 20003

Agency C/P1/P2/E 321/340/1789

Flight Dates 10/23/2012 - 10/29/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS NEW CONTRACT
TOTAL 46,800
PLS CONFIRM ASAP
THANKS ,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	1	TU	11A-12P	ACTN NEWS@11AM	:60	\$1,300.00	10/23-10/23	1	1	1	\$1,300.00	
	2	W	11A-12P	ACTN NEWS@11AM	:60	\$1,300.00	10/24-10/24	1	1	1	\$1,300.00	
	3	TH	11A-12P	ACTN NEWS@11AM	:60	\$1,300.00	10/25-10/25	1	1	1	\$1,300.00	
	4	F	11A-12P	ACTN NEWS@11AM	:60	\$1,300.00	10/26-10/26	1	1	1	\$1,300.00	
	5	M	11A-12P	ACTN NEWS@11AM	:60	\$1,300.00	10/29-10/29	1	1	1	\$1,300.00	
	6	SU	5A-6A	ACTN NWS SU@5A	:60	\$1,200.00	10/28-10/28	1	1	1	\$1,200.00	
	7	TU	4P-5P	JUDGE JUDY R/JUDGE JUDY	:60	\$1,800.00	10/23-10/23	1	1	1	\$1,800.00	
	8	W	4P-5P	JUDGE JUDY R/JUDGE JUDY	:60	\$1,800.00	10/24-10/24	1	1	1	\$1,800.00	
	9	TH	4P-5P	JUDGE JUDY R/JUDGE JUDY	:60	\$1,800.00	10/25-10/25	1	1	1	\$1,800.00	
	10	F	4P-5P	JUDGE JUDY R/JUDGE JUDY	:60	\$1,800.00	10/26-10/26	1	1	1	\$1,800.00	
	11	M	4P-5P	JUDGE JUDY R/JUDGE JUDY	:60	\$1,800.00	10/29-10/29	1	1	1	\$1,800.00	

Station KTNV-TV LAS VEGAS, NV
Advertiser () .PRIORITIES USA ACTI
Product PRIORITIES USA ACT
Estimate# 1789
Buyer Media Placement
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA INC
1322 G. STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1789
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	12	TU	430A-5A	ACTN NWS@430AM<	:60	\$300.00	10/23-10/23	1	1	1	\$300.00	
	13	TH	430A-5A	ACTN NWS@430AM<	:60	\$300.00	10/25-10/25	1	1	1	\$300.00	
	14	SA	6A-7A	ACTN NWS SA@6A	:60	\$2,000.00	10/27-10/27	1	1	1	\$2,000.00	
	15	TU	5A-530A	ACTION NWS@5AM	:60	\$1,200.00	10/23-10/23	1	1	1	\$1,200.00	
	16	W	5A-530A	ACTION NWS@5AM	:60	\$1,200.00	10/24-10/24	1	1	1	\$1,200.00	
	17	TH	5A-530A	ACTION NWS@5AM	:60	\$1,200.00	10/25-10/25	1	1	1	\$1,200.00	
	18	M	5A-530A	ACTION NWS@5AM	:60	\$1,200.00	10/29-10/29	1	1	1	\$1,200.00	
	19	TU	7A-9A	GD MRN AMR-ABC<	:60	\$2,000.00	10/23-10/23	1	1	1	\$2,000.00	
	20	W	7A-9A	GD MRN AMR-ABC<	:60	\$2,000.00	10/24-10/24	1	1	1	\$2,000.00	
	21	TH	7A-9A	GD MRN AMR-ABC<	:60	\$2,000.00	10/25-10/25	1	1	1	\$2,000.00	
	22	F	7A-9A	GD MRN AMR-ABC<	:60	\$2,000.00	10/26-10/26	1	1	1	\$2,000.00	
	23	M	7A-9A	GD MRN AMR-ABC<	:60	\$2,000.00	10/29-10/29	1	1	1	\$2,000.00	
	24	SU	6A-7A	ACTN NWS SU@6A	:60	\$2,000.00	10/28-10/28	1	1	1	\$2,000.00	
	25	SU	6P-7P	NEWS	:60	\$1,700.00	10/28-10/28	1	1	1	\$1,700.00	
	26	TU	2P-3P	KATIE	:60	\$1,300.00	10/23-10/23	1	1	1	\$1,300.00	
	27	W	2P-3P	KATIE	:60	\$1,300.00	10/24-10/24	1	1	1	\$1,300.00	
	28	F	2P-3P	KATIE	:60	\$1,300.00	10/26-10/26	1	1	1	\$1,300.00	

Station KTNV-TV LAS VEGAS, NV

Advertiser () .PRIORITIES USA ACTI

Product PRIORITIES USA ACT

Estimate# 1789

Buyer Media Placement

Phone#

Fax#

Agency () MUNDY KATOWITZ MEDIA INC

1322 G. STREET SE

WASHINGTON, DC 20003

Agency C/P1/P2/E 321/340/1789

Flight Dates 10/23/2012 - 10/29/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	29	TU	530A-6A	ACTION NWS@5AM	:60	\$1,700.00	10/23-10/23	1	1	1	\$1,700.00	
	30	W	530A-6A	ACTION NWS@5AM	:60	\$1,700.00	10/24-10/24	1	1	1	\$1,700.00	
	31	M	530A-6A	ACTION NWS@5AM	:60	\$1,700.00	10/29-10/29	1	1	1	\$1,700.00	

---REPORT TOTALS---

Report Totals: 31 / \$46,800.00

---SALES MONTHLY TOTALS---

Oct 12: 26 / \$38,800.00

Nov 12: 5 / \$8,000.00

Sales Totals: 31 / \$46,800.00

Station Totals: 31 / \$46,800.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$203,478	KBLR	0%	KLAS	19%	KSNV	24%	KTNV	23%	KTUD	2%
		KVCW	5%	KVMY	9%	KVVU	18%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books

NOV10, MAY11, ENOV11

Demos

RA35+

--- CREDIT RISK ---

CASH IN ADVANCE